Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-20 (cancelled).

21.   (currently amended) A computer-implemented method for facilitating an auction of a travel service comprising:

storing, at a travel reservations database computer, an itinerary having consumer defined purchase rules for an item said travel service;

retrieving, from said travel reservations database computer, a subset of consumer information, wherein said subset comprises consumer information having similar said consumer defined purchase rules;

providing, via said travel reservations database computer, said subset to a vendor offering said item travel service;

accepting, at said travel reservations database computer, a bid from said vendor to provide said item travel service to a consumer associated with said subset based on an ability of said vendor to accommodate within a consumer defined threshold of said consumer defined purchase rules of said subset;

verifying, at said travel reservations database computer, that said bid is in accordance with said consumer defined purchase rules; and,

confirming, at said travel reservations database computer, that said bid is an optimum bid. bid; and,

modifying said itinerary according to bid.

22.   (currently amended) The method of claim 21, further comprising notifying, via said travel reservations database computer, said consumer of said optimum bid.

23.   (previously presented) The method of claim 21, wherein said confirming step comprises determining if said bid provides optimum savings for said consumer.

24.   (currently amended) The method of claim 21, wherein said verifying step comprises evaluating said bid based on a proposed price and a proposed provision of said item travel service.

25.   (currently amended) The method of claim 21, wherein said storing step comprises storing in a said travel reservations database a deviation to said consumer defined purchase rules.

26.   (currently amended) The method of claim 21, wherein said storing step comprises storing in a said travel reservations database a restriction upon a deviation from said consumer defined purchase rules.

27.   (currently amended) The method of claim 21, wherein said item travel service comprises at least one of an airline reservation, automobile rental reservation, and hotel reservation.

28.   (currently amended) The method of claim 21, wherein said retrieving step comprises scanning a said travel reservations database to determine rows of said consumer information with a similar said consumer defined purchase rules, placing said rows of a similar said consumer defined purchase rules into said subset, wherein said travel reservations database comprises a plurality of rows.

29.   (previously presented) The method of claim 28, wherein an individual row of said rows is placed into a plurality of subsets.

30.   (previously presented) The method of claim 28, wherein said rows are similar when said consumer defined purchase rules differ by less than a predetermined criteria.

Claim 31 (cancelled)

32.   (currently amended) A machine-readable medium having stored thereon a plurality of instructions, said plurality of instructions when executed by a processor, cause said processor to perform a method comprising the steps of:

storing in a travel reservations database a an itinerary having consumer defined purchase rules for an item a travel service;

retrieving a subset of consumer information, wherein said subset comprises consumer information having a similar said consumer defined purchase rules;

providing said subset to a vendor offering said item travel service;

accepting a bid from said vendor to provide said item travel service to a consumer associated with said subset based on an ability of said vendor to accommodate within a consumer defined threshold said consumer defined purchase rules of said subset;

verifying that said bid is in accordance with said consumer defined purchase rules; ~~and,~~

confirming that said bid is an optimum ~~bid.~~ bid; and,

modifying said itinerary according to bid.

33.   (previously presented) The method of claim 21, wherein said consumer defined purchase rules include at least two of price, scheduling preferences, departure airport, destination airport, departure date, departure time, arrival data, arrival time, seating preferences, and special accommodations.